

MAXIS



Hobgoblin™



MARVEL

SHINICK
RODRIGUEZ
LOPEZ

001

AXIS

TIE-IN!

HOLD
IT RIGHT THERE,
HOBNOBBERS!

IN ORDER TO
UNDERSTAND HOW I WENT
FROM BEING A BILLIONAIRE
FASHION MOGUL TURNED SUPER
VILLAIN TO THE HERO YOU SEE
BEFORE YOU TODAY, YOU
SHOULD REALLY READ
AXIS #3 FIRST.

IF YOU
DON'T, NEITHER I,
RODERICK KINGSLEY, NOR
ANY EMPLOYEE OR SUBSIDIARY
OF MARVEL ENTERTAINMENT
CAN REALLY BE HELD
RESPONSIBLE FOR ANY
SPOILERS YOU MIGHT
INCUR.

GOT A
PROBLEM?
CALL
HOBGODDIN!

KEVIN
SHINICK

WRITER

ELLIE PYLE
EDITOR

JAVIER
RODRIGUEZ

PENCILER & COLORIST

NICK LOWE
SENIOR EDITOR

ALVARO
LOPEZ

INKER

AXEL ALONSO
EDITOR IN CHIEF

VC's CLAYTON
COWLES

LETTERER

JOE QUESADA
CHIEF CREATIVE OFFICER

DAN BUCKLEY
PUBLISHER

JAVIER
RODRIGUEZ

COVER ARTIST

ALAN FINE
EXEC. PRODUCER





...I'M ALSO
THE ORIGINAL
HOBGOBLIN.

BUT MY MOST INGENUOUS MOVE
WAS CREATING A BUSINESS
WHERE I LEASE OUT THE
LIKENESSES OF VARIOUS UNDER-
USED SUPER VILLAINS.

MYSTERION.
THE NEW 8-BALL.
ALL MY DOING.



BUT OF COURSE, FASHIONS
GO OUT OF STYLE. AND
WHILE YESTERDAY'S
ORANGE MAY HAVE BEEN
THE NEW BLACK...

I'M JOHN
MYERS AND I WANT
TO BE A SUPER
VILLAIN!



HOW IS IT
THE GOOD GUYS
ARE JUST AS DUMB
AS THE BAD
GUYS?

LUCKILY, YOU
DON'T NEED THEIR
BRAINS. JUST THEIR
MONEY.

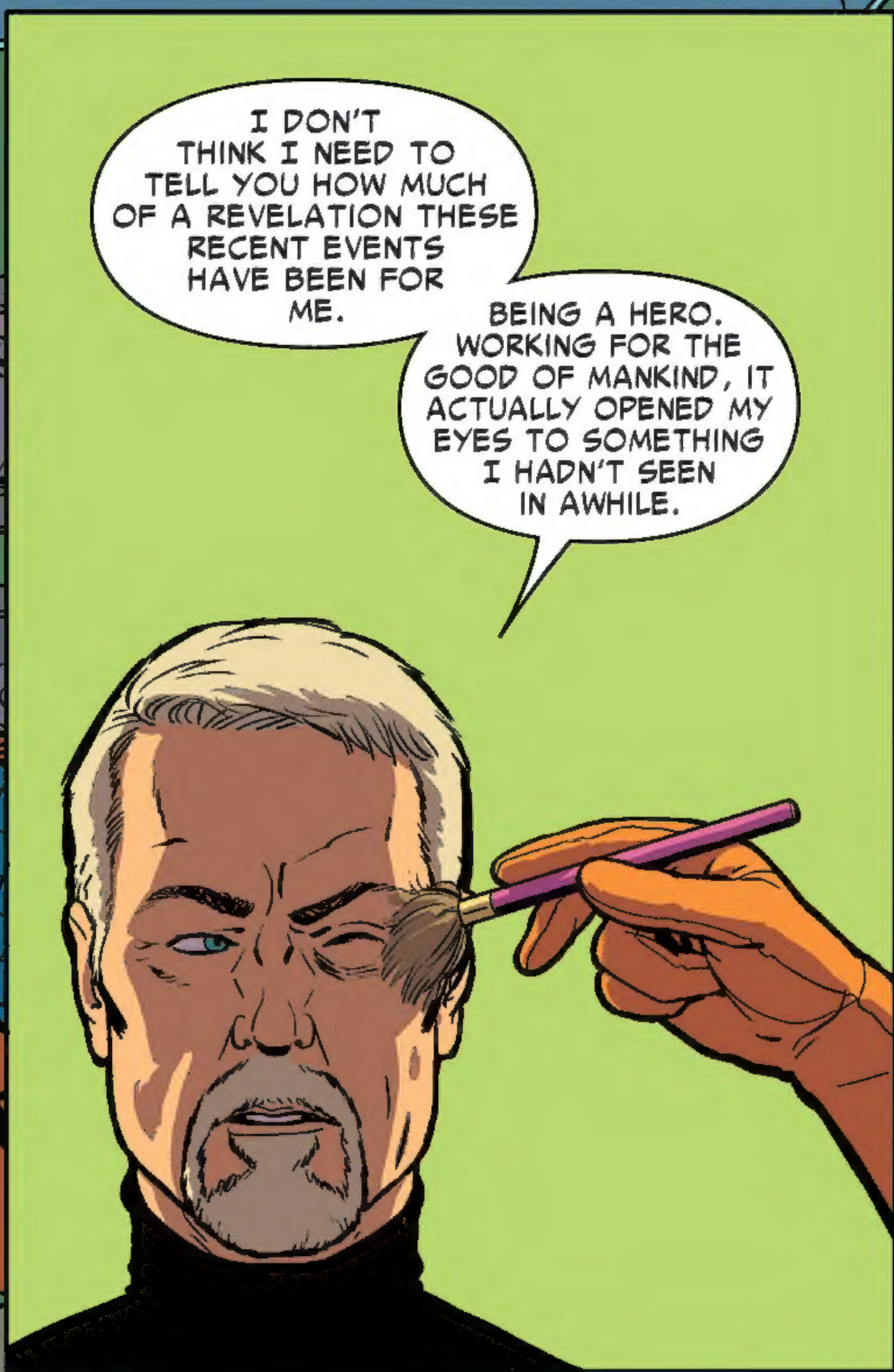


WHICH IS WHY
YOUR IDEA IS SO **GENIUS**.
FOR YEARS YOU'VE HAD TO
STICK TO THE SHADOWS, LEASING
VILLAIN PERSONAS TO THE SMALL
GROUP OF SHADY TYPES WILLING
TO TAKE THE RISK. BUT WHO
DOESN'T WANT TO BE A
HERO? THE FAME!
THE GLORY!

HELL,
I'M YOUR PUBLICIST
AND EVEN I BOUGHT
INTO THE IDEA.

THAT'S BECAUSE
YOU KNOW IT WORKS.
THIS ISN'T SOME SORT OF
ILLEGAL SCHEME, STERLING!
IT'S A LEGITIMATE
BUSINESS PLAN.

THAT JUST
HAPPENS TO
BE MAKING ME
RICHER.



I DON'T
THINK I NEED TO
TELL YOU HOW MUCH
OF A REVELATION THESE
RECENT EVENTS
HAVE BEEN FOR
ME.

BEING A HERO.
WORKING FOR THE
GOOD OF MANKIND, IT
ACTUALLY OPENED MY
EYES TO SOMETHING
I HADN'T SEEN
IN AWHILE.



YOUR
HEART?



NO,
AN UNTAPPED
MARKET. NOW SHUT
UP AND LET'S GO
BACK TO MAKING
MONEY.

CONNECTING
██████████

BLIP

AND WE ARE BACK, LADIES AND GENTLEMEN. HAVE WE LOST ANYBODY?

NOPE. STILL HERE, CHIEF.

GOOD. LOOKS LIKE THE PEOPLE IN THIS ROOM ARE SMARTER THAN I THOUGHT.

NOW GET READY TO HAVE A LIFE MORE REWARDING THAN YOU EVER THOUGHT.

BECAUSE EVERY ONE OF YOU CHANGED YOUR FUTURE WHEN YOU WALKED IN THAT DOOR. AND FOR THAT, I'D LIKE TO SHAKE YOUR HAND.

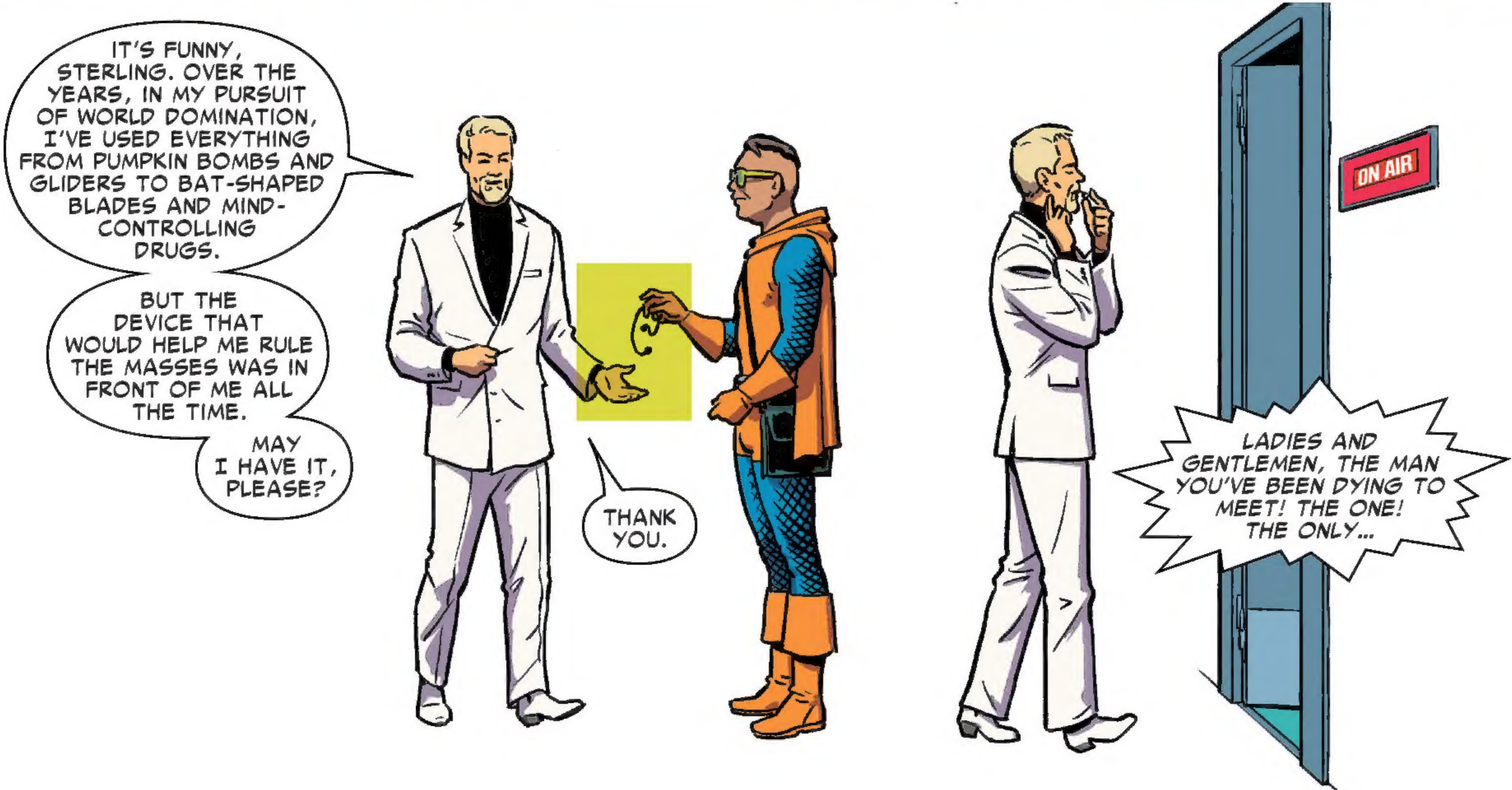
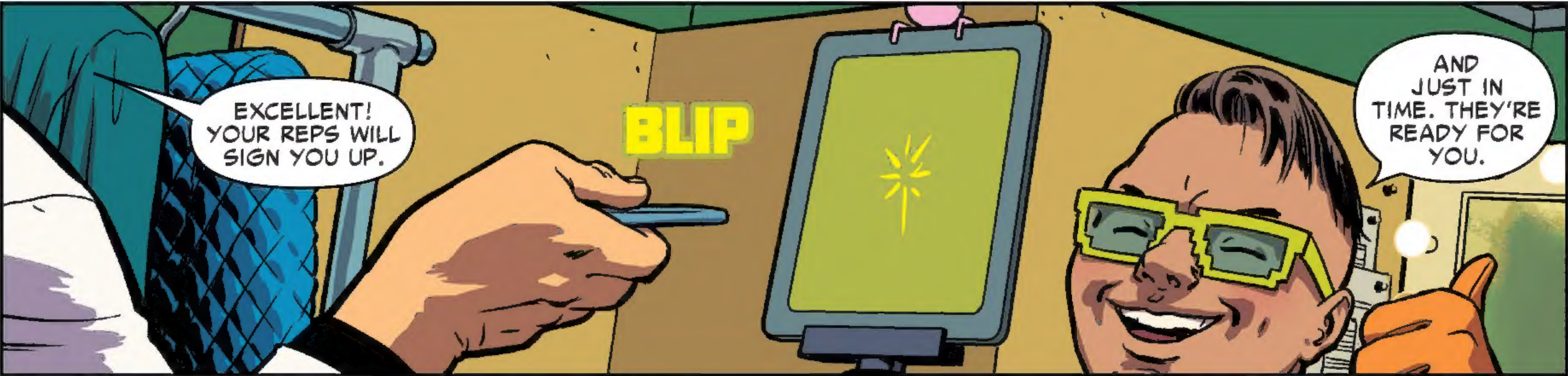
SADLY, DESPITE MY NEWFOUND HEROISM, I'M STILL A WANTED CRIMINAL, SO I CAN'T BE THERE TO START YOU ON YOUR JOURNEY.

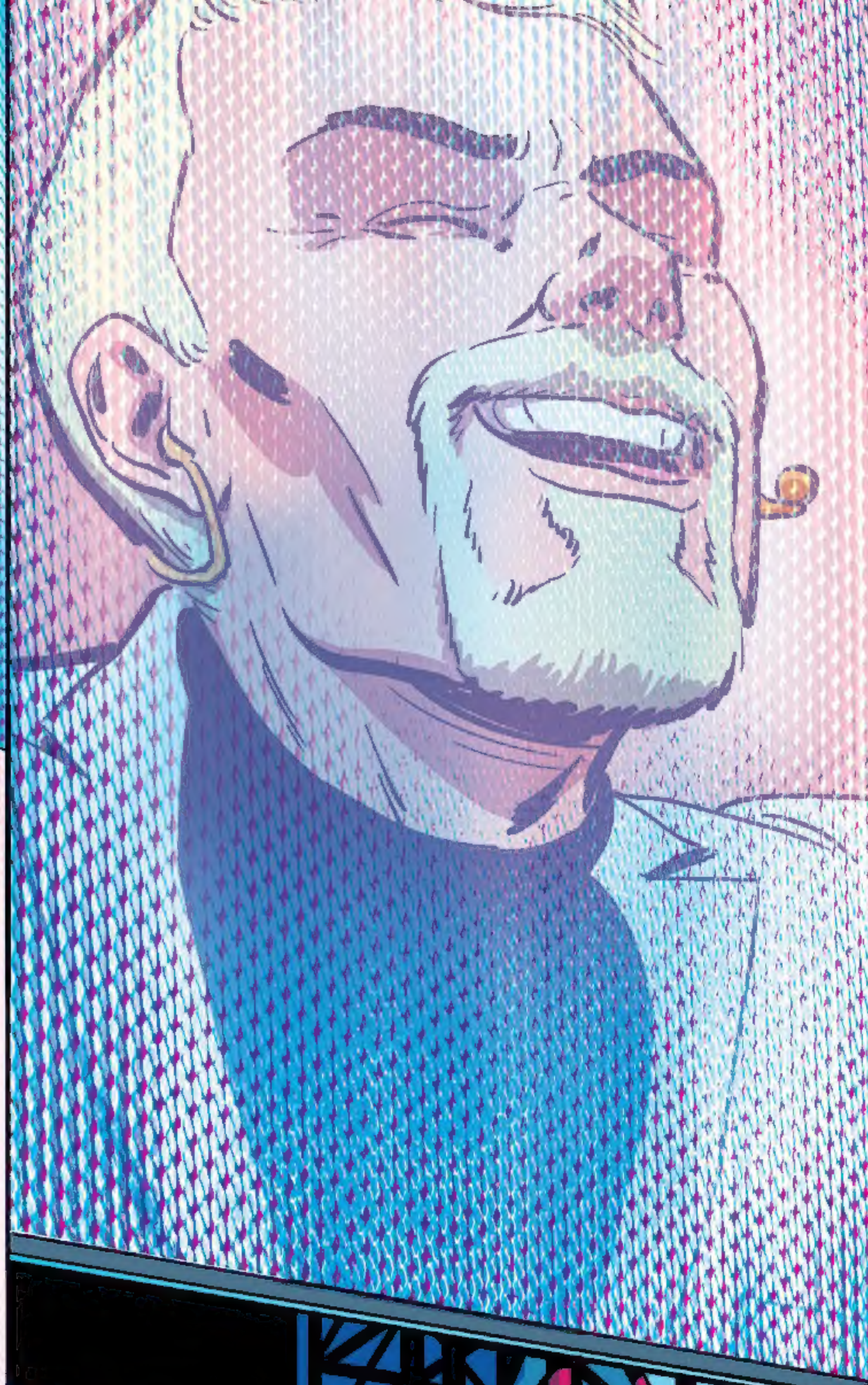
LUCKILY FOR YOU, HOWEVER, I'VE PUT ALL MY SECRETS INTO ONE REASONABLY PRICED BOOK...

"HOBNOBBIN' WITH RODERICK KINGSLEY." MY PERSONAL GUIDE TO GETTING YOU FROM FROM ZERO TO HERO, INCLUDING COSTUME DESIGNS CHEMISTRY, AND WEIGHT LOSS.

I'VE EVEN THROWN IN A CHAPTER ON TIPPING, BECAUSE HELL, NO ONE EVER SEEMS TO KNOW HOW MUCH TO TIP ANYBODY NOWADAYS.

HOBNOBBIN' WITH RODERICK KINGSLEY
FORWARD BY GENE SIMMONS





...RODERICK
KINGSLEY!



WOOOOOOO

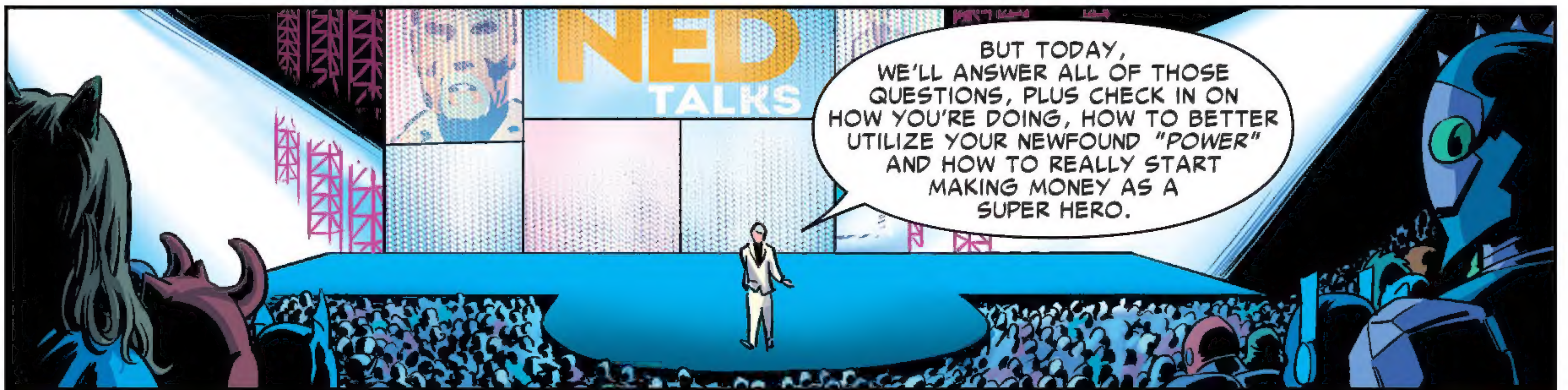
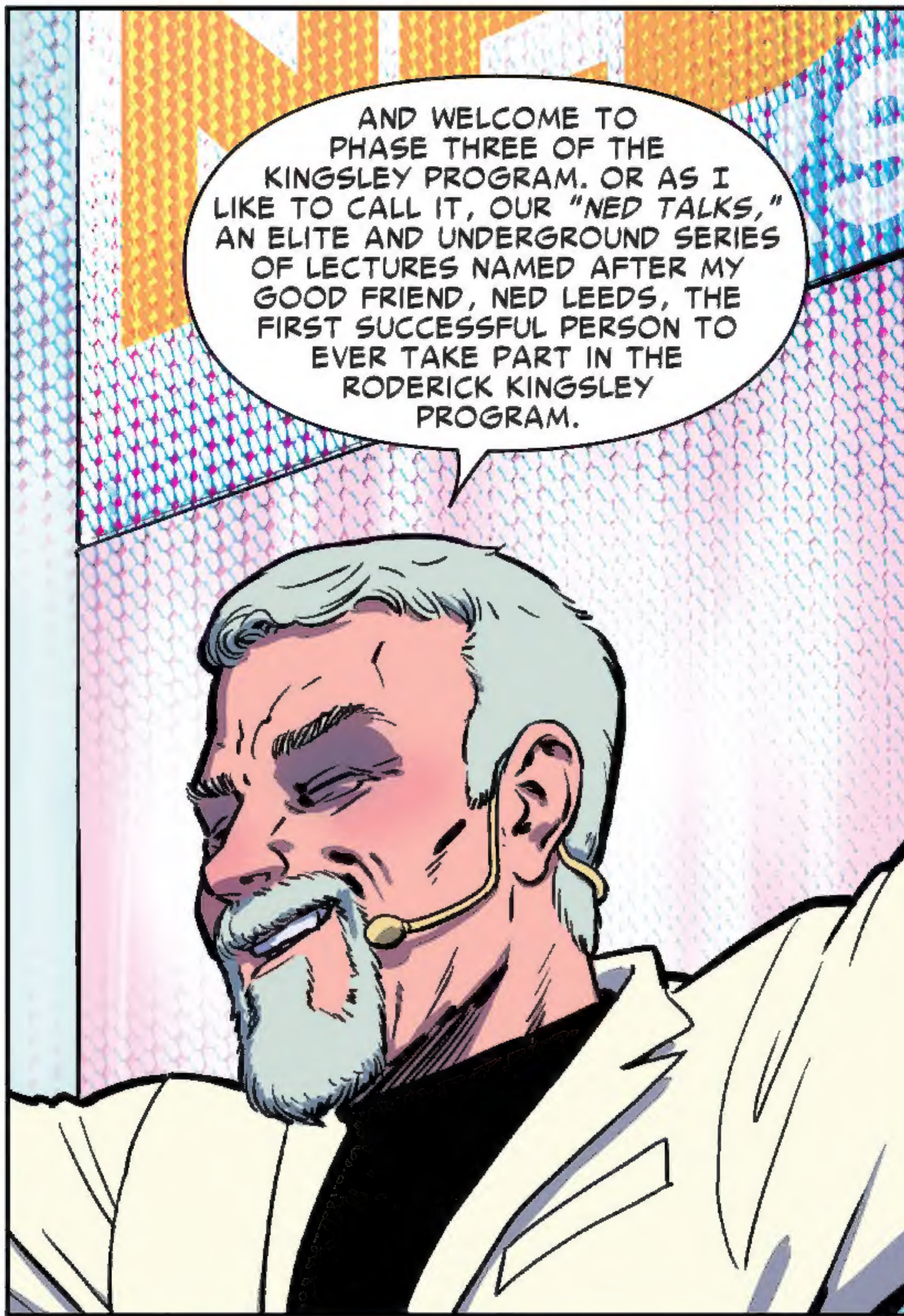


THANK YOU!
THANK YOU!

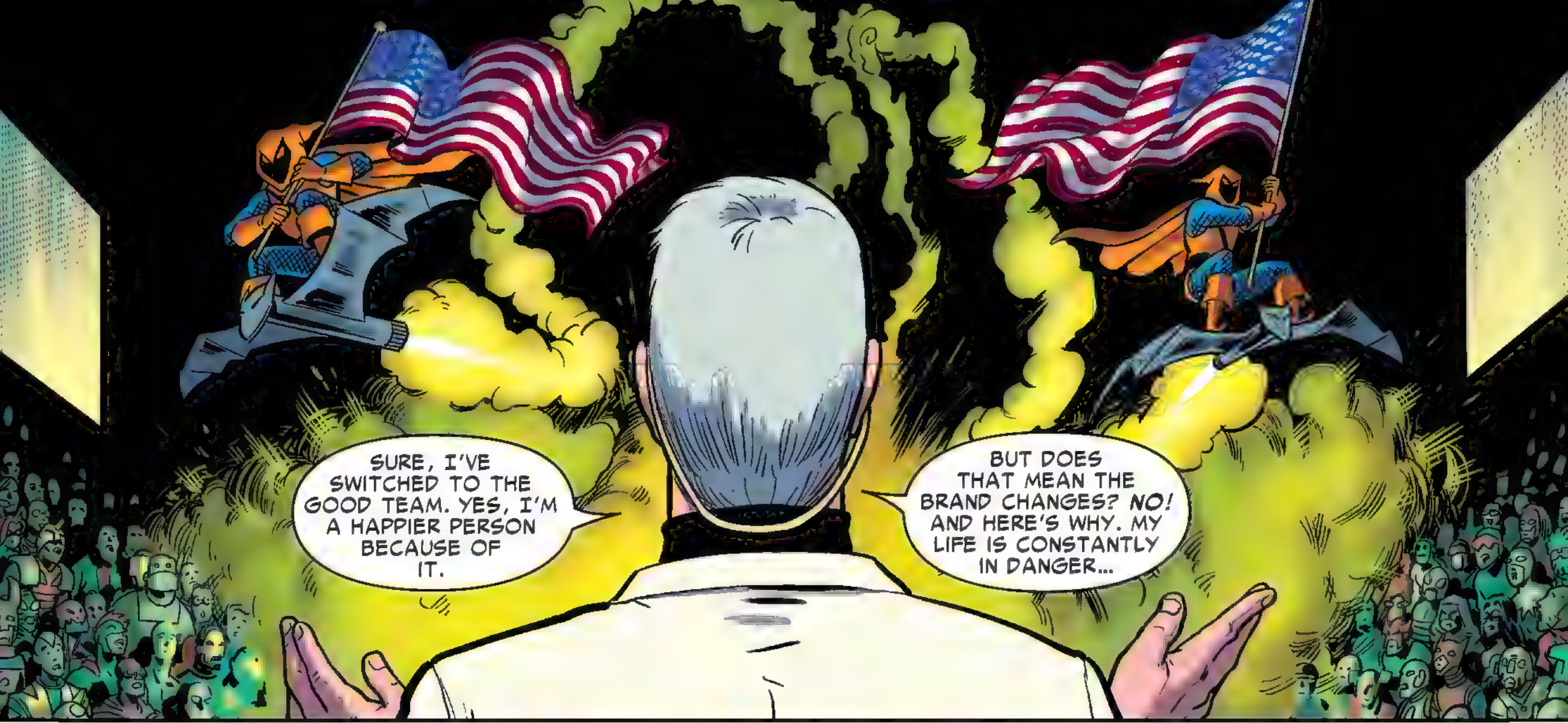
YEAH!!!

YAAAAAY!!!!









SURE, I'VE SWITCHED TO THE GOOD TEAM. YES, I'M A HAPPIER PERSON BECAUSE OF IT.

BUT DOES THAT MEAN THE BRAND CHANGES? NO! AND HERE'S WHY. MY LIFE IS CONSTANTLY IN DANGER...



SO I FREQUENTLY HAVE PEOPLE TAKE OVER MY BRAND.

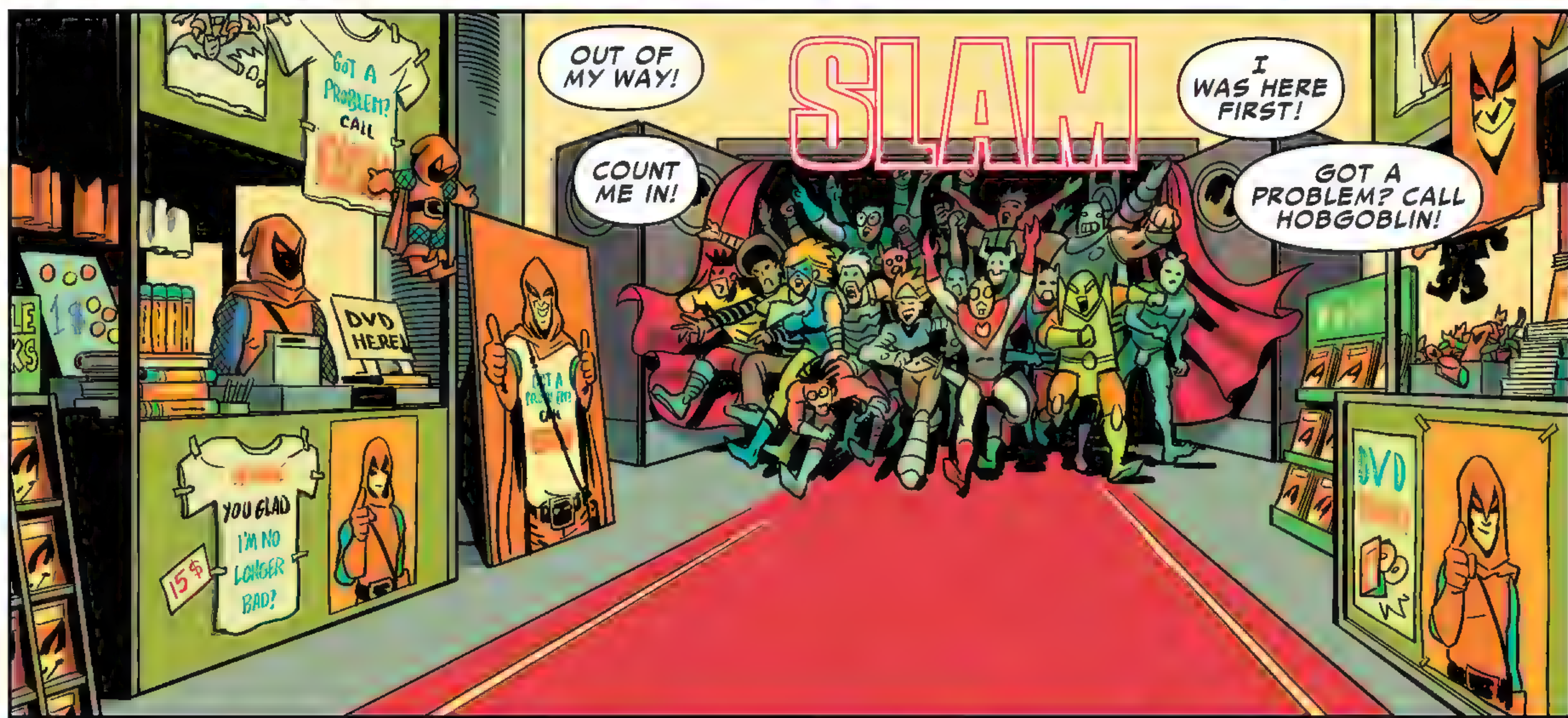
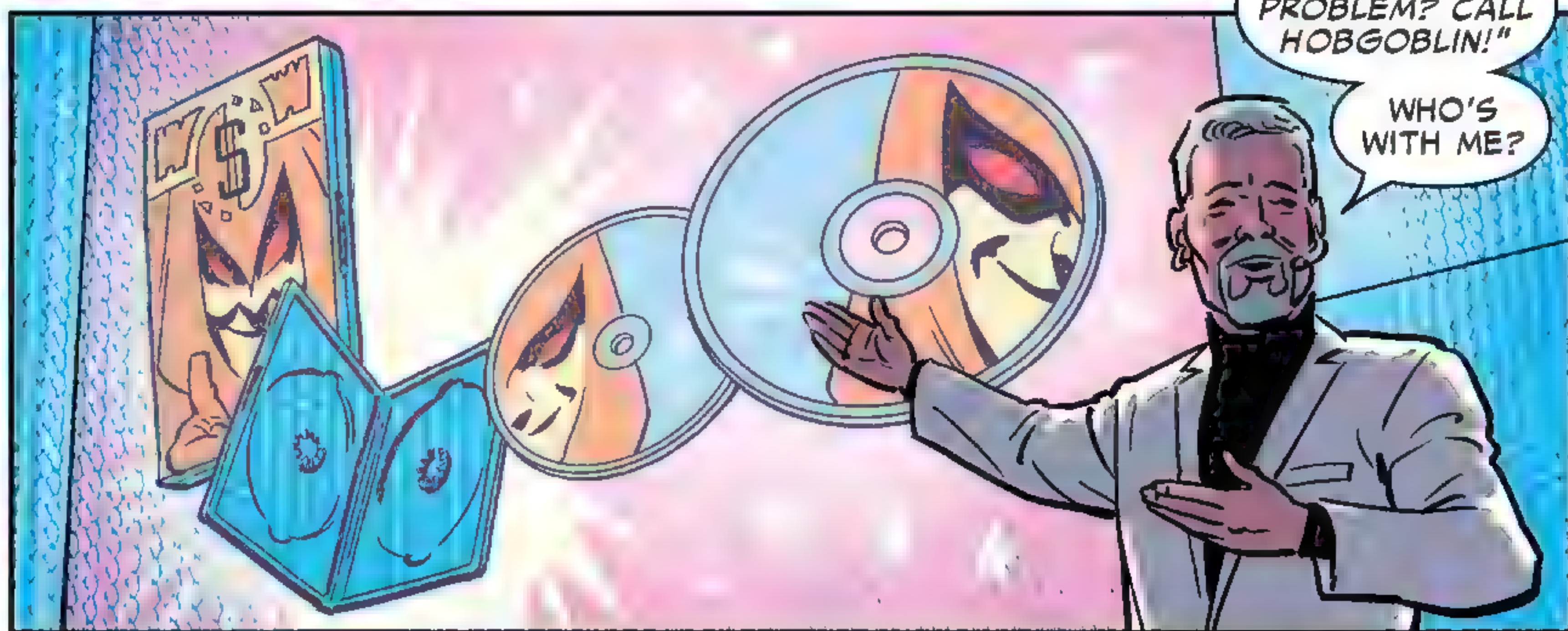


NOT EVEN CLOSE.

AAAAAAHHHH!



BUT THEY KEEP MY FACE OUT THERE AND MY WALLET FULL.



BROOKLYN!

WE FOUND
THE HOBGOBLIN
DIRECTING TRAFFIC,
GOBLIN KING,
SIR.

WELL, LET
ME ASK YOU THE
QUESTION THAT SEEMS
TO BE ON A LOOP
LATELY...

IS IT "THE"
HOBGOBLIN OR "A"
HOBGOBLIN? BECAUSE
I SEEM TO BE HAVING A
PROBLEM OBTAINING
THE HOBGOBLIN.

GOT A
PROBLEM? CALL
HOBGOBLIN!

SOUNDS
LIKE HIM.

THEY
ALL SOUND
LIKE HIM, YOU
MORON.

ice

ALTHOUGH
I UNDERSTAND YOUR
CONFUSION. HOBGOBLIN
IS UNRECOGNIZABLE
THESE DAYS.

IN THE PAST
FEW WEEKS,
HE'S REDEFINED
HIMSELF AS THIS
CITY'S NEWEST
GUARDIAN.



SYMBOLIZING
HOPE...



SAVING
LIVES...



STOPPING
CRIME...



EVEN
LOWERING THE
NUMBER OF PEOPLE
MURDERED BY SUPER
VILLAINS BY BARRICADING
THE TOP OF ALL THE
CITY'S BRIDGES.

HELL, THE
MOST TREACHEROUS
THING HE'S DONE IN
THE PAST THIRTY DAYS
INVOLVED COPYRIGHT
INFRINGEMENT.

YOU DON'T
HAVE TO TELL
ME, BOSS.

HE'S ALSO
SELLING A COMIC OF
HIS HEROIC EXPLOITS.
I NEVER MISS AN
ISSUE!





STOP BUYING INTO HIS HYPE, YOU MORON!

GAH!



DON'T YOU SEE? HE'S BEATING ME AT MY OWN GAME! I WAS A **GOOD GOBLIN** LONG BEFORE HE WAS, BUT I DIDN'T THINK TO MAKE ANY MONEY OFF OF IT.

IN FACT, I DID THE OPPOSITE. I CREATED A SUPPORT GROUP TO **STOP** OTHERS FROM FOLLOWING MY MISGUIDED PATH.

IDIOT THAT I WAS.

AND NOW HE THINKS HE CAN COLLECT AN INCOME AS A GOBLIN WITHOUT PAYING A PERCENTAGE TO THE NEW **GOBLIN KING**?

FINE! YOU TRAVEL THE FOOL'S PATH, RODERICK.

SURROUNDING YOURSELF WITH AN ARMY OF D-LIST DO-GOODERS WON'T DO YOU ANY GOOD. IN FACT, IT'S JUST THE SORT OF EGOMANIACAL MISTAKE I'D EXPECT YOU TO MAKE.

WHEREAS, I ONLY NEED TO RECRUIT ONE PERSON TO BRING YOU DOWN.

I OWE HER THAT.

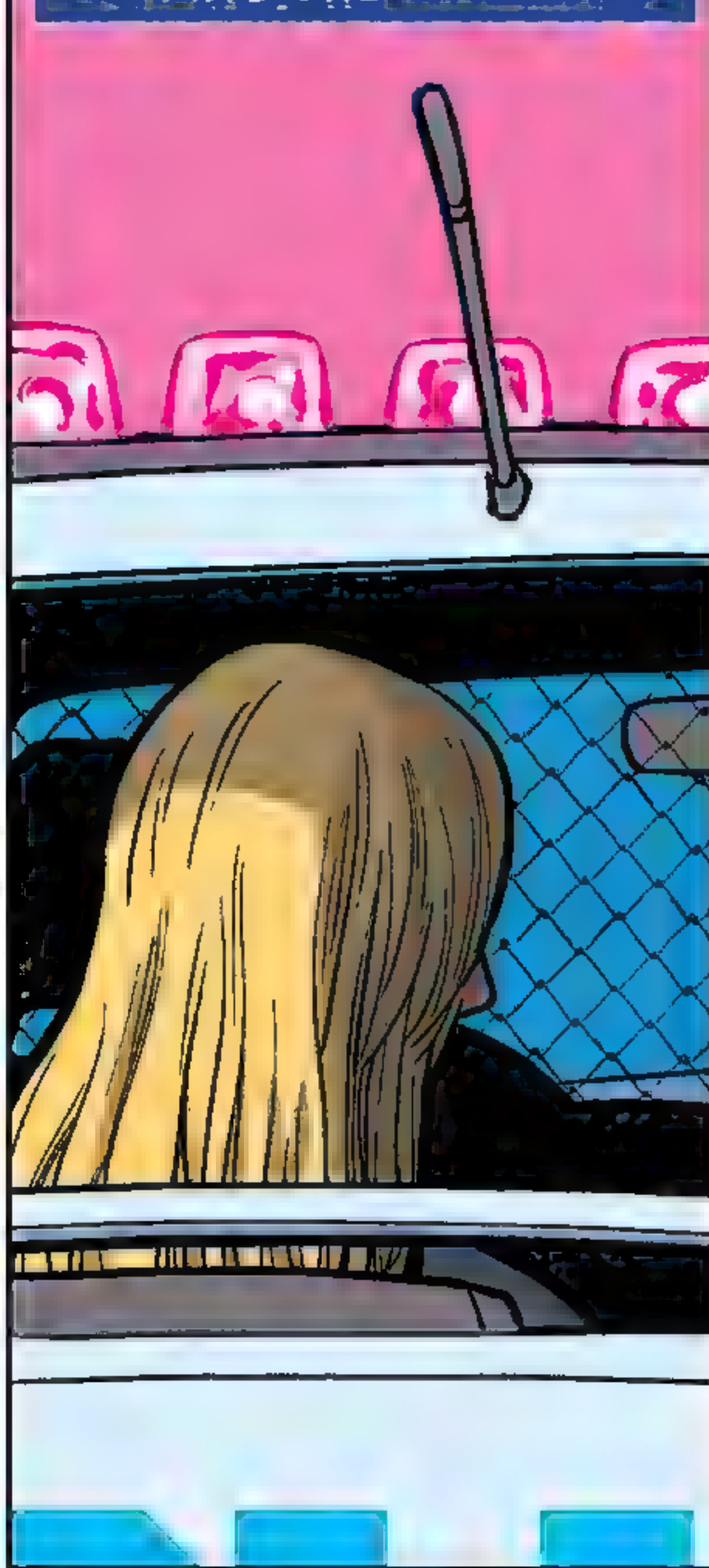
AFTER ALL, IT WAS LILY HOLLISTER AS *MENACE* WHO RECRUITED ME INTO THE GOBLIN ARMY TO BEGIN WITH.



SADLY, I DIDN'T KNOW UNTIL LATER THAT SPIDER-MAN HAD INJECTED HER WITH THE GOBLIN ANTIDOTE.



BUT IF YOU KNEW LILY, LIKE I DO, YOU'D KNOW THAT THE ANTIDOTE COULD ONLY UNDO THE *PHYSICAL* ATTRIBUTES.



AND THAT LILY HOLLISTER'S DEVOTION TO WICKEDNESS BEGAN LONG BEFORE SHE TOOK THE GOBLIN FORMULA.



WHICH IS WHY WE HAD A PACT IF EITHER OF US GOT CAUGHT THE OTHER WOULD COME TO THEIR AID.



AND COME TO HER AID I DID.





ONLY I DIDN'T REALIZE THAT THE GOBLIN SERUM WHICH HAD ALWAYS PROTECTED HER HAD BEEN REMOVED FROM HER BODY.

PHIL,
YOU IDIOT!
WHAT HAVE
YOU DONE?



BLAMBLAM
BLAMBLAM

DON'T
MOVE!

HOLLISTER'S BODY
DROPPED INTO
THE DRINK.

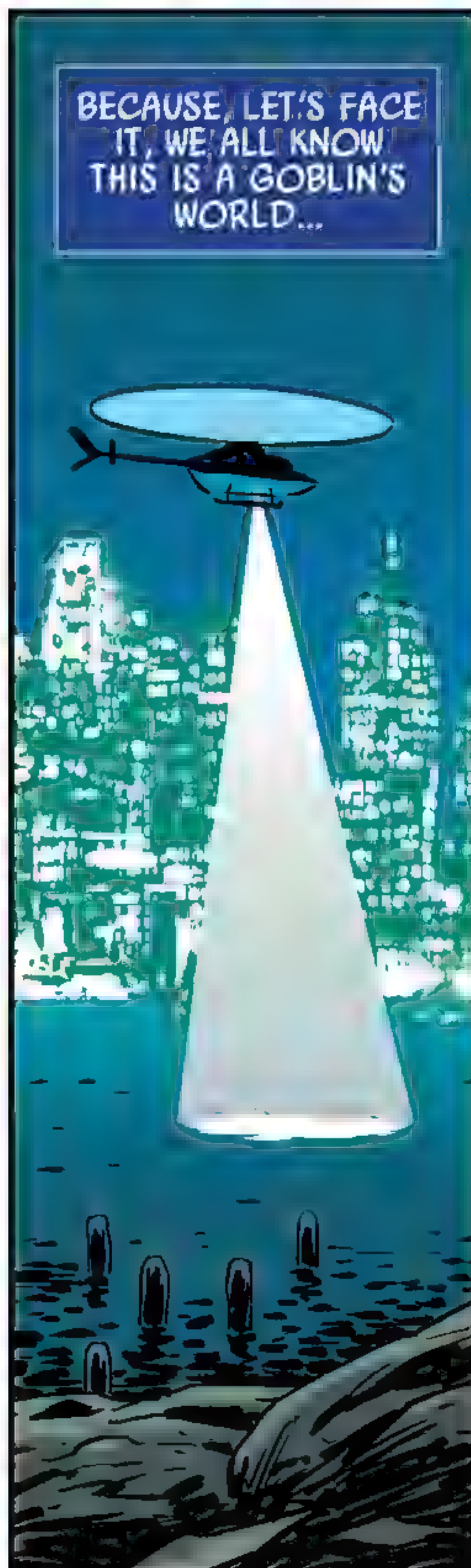
SHE MIGHT BE DEAD, BUT
I NEED ALL AIR UNITS TO
MAKE A SWEEP OF THE
SCENE TO MAKE
SURE.



BUT NONE OF
US COULD FIND
WHAT WE WERE
LOOKING FOR.



WHICH, OF
COURSE, GAVE
ME HOPE.



BECAUSE, LET'S FACE
IT, WE ALL KNOW
THIS IS A GOBLIN'S
WORLD...



...AND IN A GOBLIN'S
WORLD, THERE IS NO
SUCH THING AS DEATH.

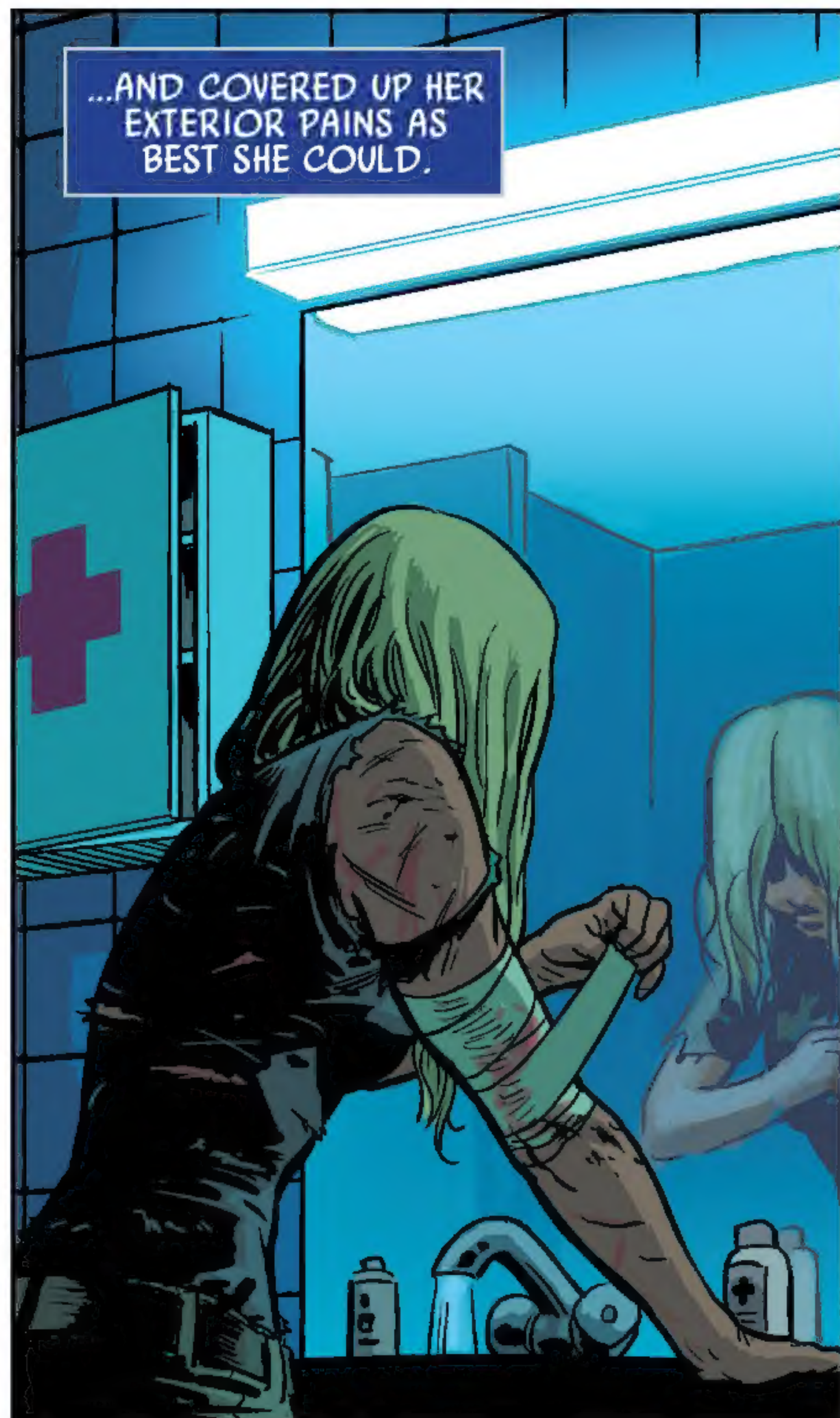
SO WHILE THE REST OF THE
WORLD BELIEVES HER TO BE
GONE, I KNOW THAT THE
GREATER ODDS...

...ARE THAT SHE PULLED
HERSELF FROM THAT
WATERY GRAVE...

...HID HERSELF
IN THE CROWD...

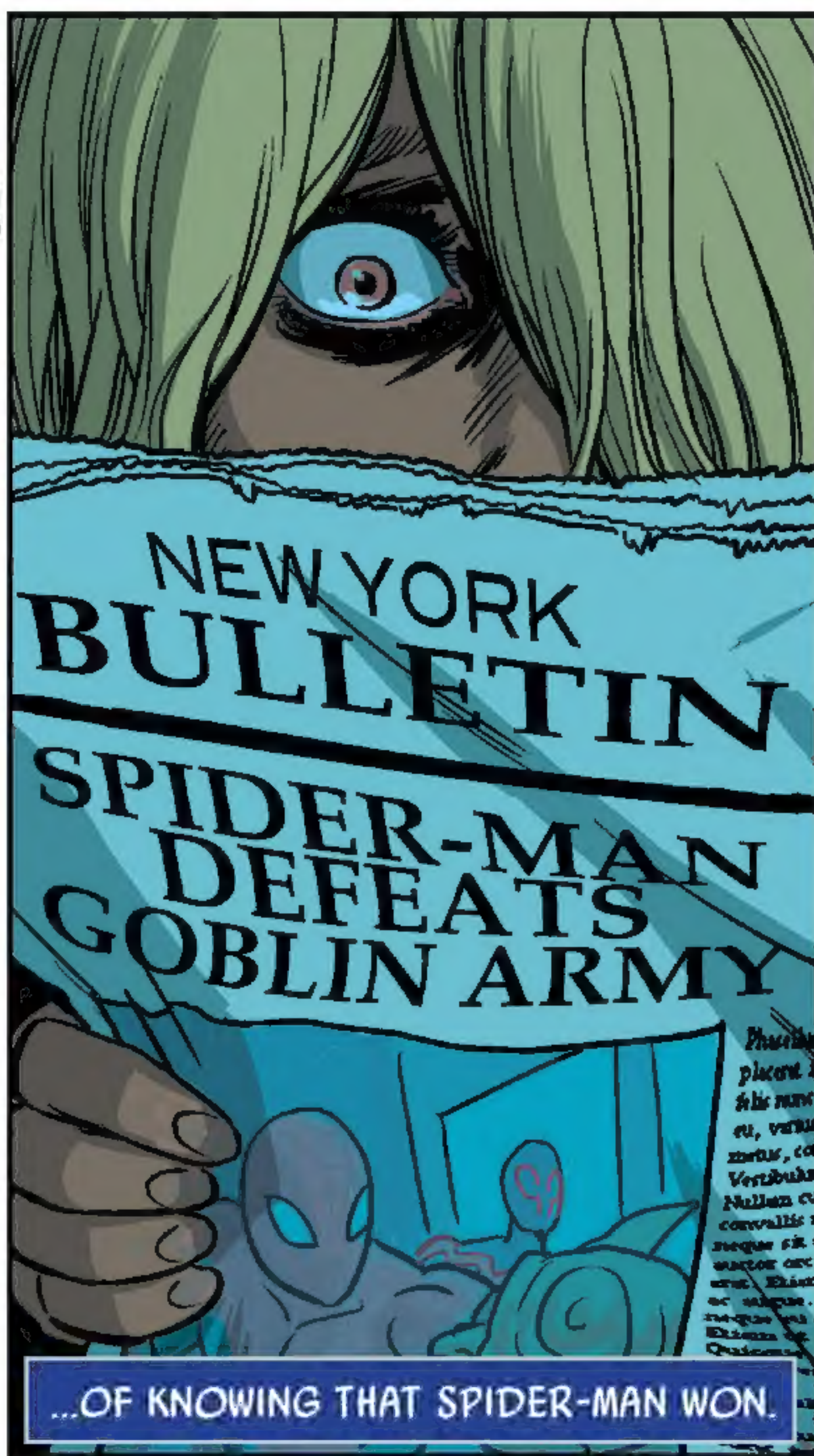


...AND COVERED UP HER
EXTERIOR PAINS AS
BEST SHE COULD.



KNOWING THAT HER
INNER PAIN WILL BE
THE THING THAT DRIVES
HER FORWARD.

THE
PAIN...



...OF KNOWING THAT SPIDER-MAN WON.



AT WHICH
POINT SHE WILL
NEED ME...

SHE WILL
FIND ME...



...AND WE WILL
RISE AGAIN TO
ELIMINATE YOU,
KINGSLEY.

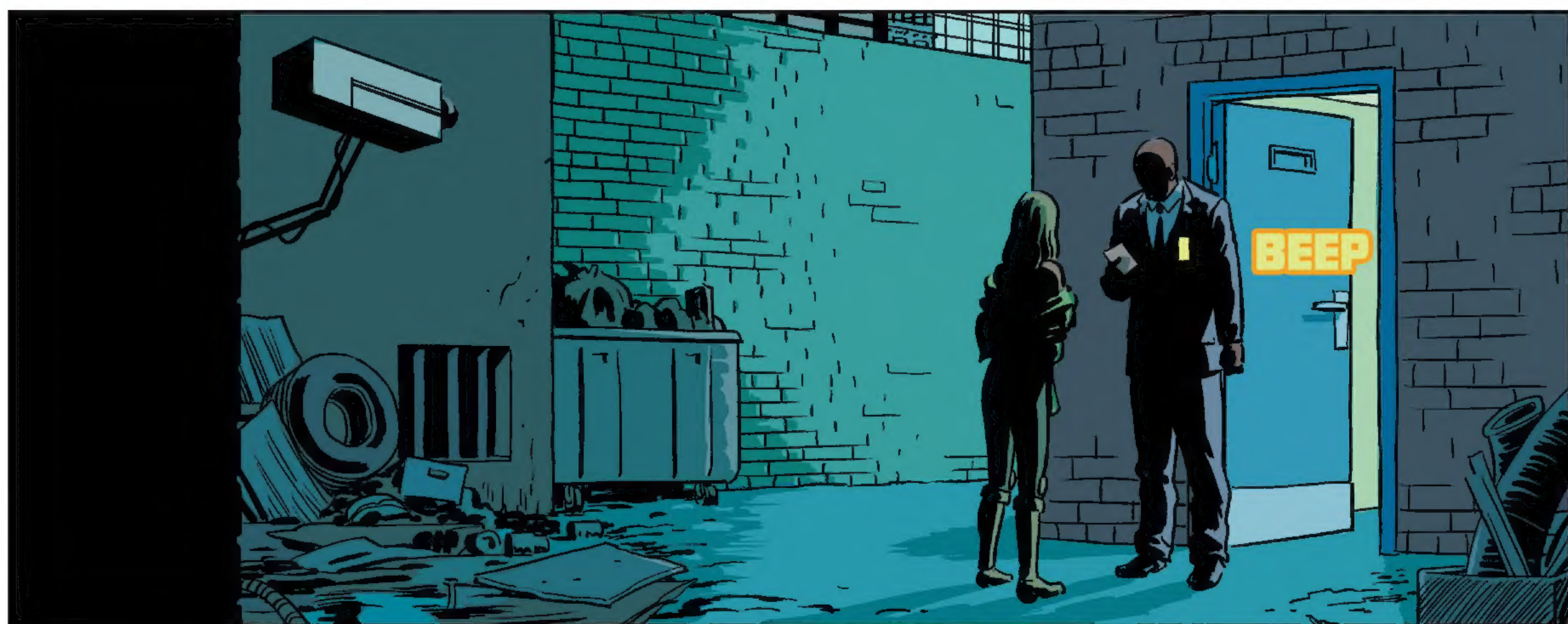


**KNOCK
KNOCK**

YOU AND ALL WHO
STAND IN OUR WAY.



NAME?





more